

25 March 1957

MEMORANDUM FOR THE DIRECTOR:

This memorandum is for information only:

The Brand Names Foundation is an organization founded in 1943 with its headquarters in New York City. It is composed of 950 manufacturers of nationally advertised products. It is listed as "an educational foundation whose program points up to the public the benefits and services of brand and brand advertising" of American industry. It does considerable street-car and bus card advertising.

The president of the foundation and one of its founders is Henry E. Abt. Abt has been president since 1947. He was its managing director from 45 to 47. He is a specialist in advertising and public relations. Abt was with the Blue Eagle (NRA) under Hugh Johnson. Then he was with the John Price Jones Corporation in New York, a major public relations outfit; and later was a promotion man with the National Association of Manufacturers.

The foundation does considerable newspaper advertising throughout the country as well as magazine advertising and is therefore very important from the financial view-point of newspaper and magazine publishers.

Its headquarters are at 437 Fifth Avenue, New York City, where it has a staff of 30 employees.

STANLEY J. GROGAN  
Assistant to the Director

cc DDCI